

“Building Inclusive Recreation and Sport Communities for Women, Girls, and Gender Diverse People”: Facility Use & Design”

Module: Sustainability

Funding provided by:

Government of Canada,
Women and Gender Equality Canada



Sustaining our Efforts – Moving the Needle through Policy

- **Rationale for Taking a Policy Approach**
- **Allocation Practices / Policies**
- **Change Management (Persuasion)**
- **Leaderships Practices / Policies**

a) Rationale for Policies



- Put things into place that are more likely to stand the test of time when written and approved as opposed to a “handshake” or informal practice
- Policies require consultation, discussion, approval and are usually accompanied by procedures for operationalization
- Provides consistency
- Protection for volunteers and staff

Potential Types of Policies to Support Gender Equity

- Volunteer / Staff Training
 - Customer service
 - Recreation NL – Equity, Diversity and Inclusion Course
- Representation (Board, committees, staff, volunteers, leadership, coaches, officials)
- Requirements for LSO's/user groups
- Allocation of Spaces



b) Allocation Policies

- Formal framework that guides the allocation of recreational amenities - sports fields, arenas, pools, and community gymnasium/spaces, that is fair, equitable, and is consistently applied.
- Establishes criteria to be used in setting priorities for users & optimize use
- Required when space is at a premium, or expected to be, especially during prime time
- Opportunity to address equity
- Includes special events (filming), direct programming, tournaments, members, regular user groups



What's
happening in
YOUR
community?

Sample Allocation Policies

- **Common structure**

- Problem Statement / Rationale
- Methodology to develop (engagement, jurisdictional scan, internal consultation – tourism, bookings, legal, communications)
- General policy
 - Criteria / priorities (next slide)
- Chapters or appendices for different surfaces
- Does NOT include procedures / standards – opportunity for staff flexibility

- CPRA Gender Equity Toolkit will have 50+ examples



POTENTIAL ALLOCATION CRITERIA

Quality of Programming & Alignment with Appropriate Standards (LTAD, Physical Literacy, Social Development)

Higher % of x Residents (Groups demonstrate higher numbers of Resident vs. Non-Resident participants)

Financial Accessibility & Inclusion (programs that demonstrate affordability and financial accessibility over other programs should receive priority)

Past Practice of Space Allocation (groups have access to time and space historically held)

Participant Numbers (groups with the highest number of participants get priority access)

Physical & Social Accessibility & Inclusion (programs that demonstrate inclusiveness/reduce physical or social barriers should receive priority)

Support for Low Income Families (Organizations that demonstrate this support should receive priority)

Program & Activity Gaps (new and emerging programs that provide new types of active living opportunities should have priority access to parks and facility time)

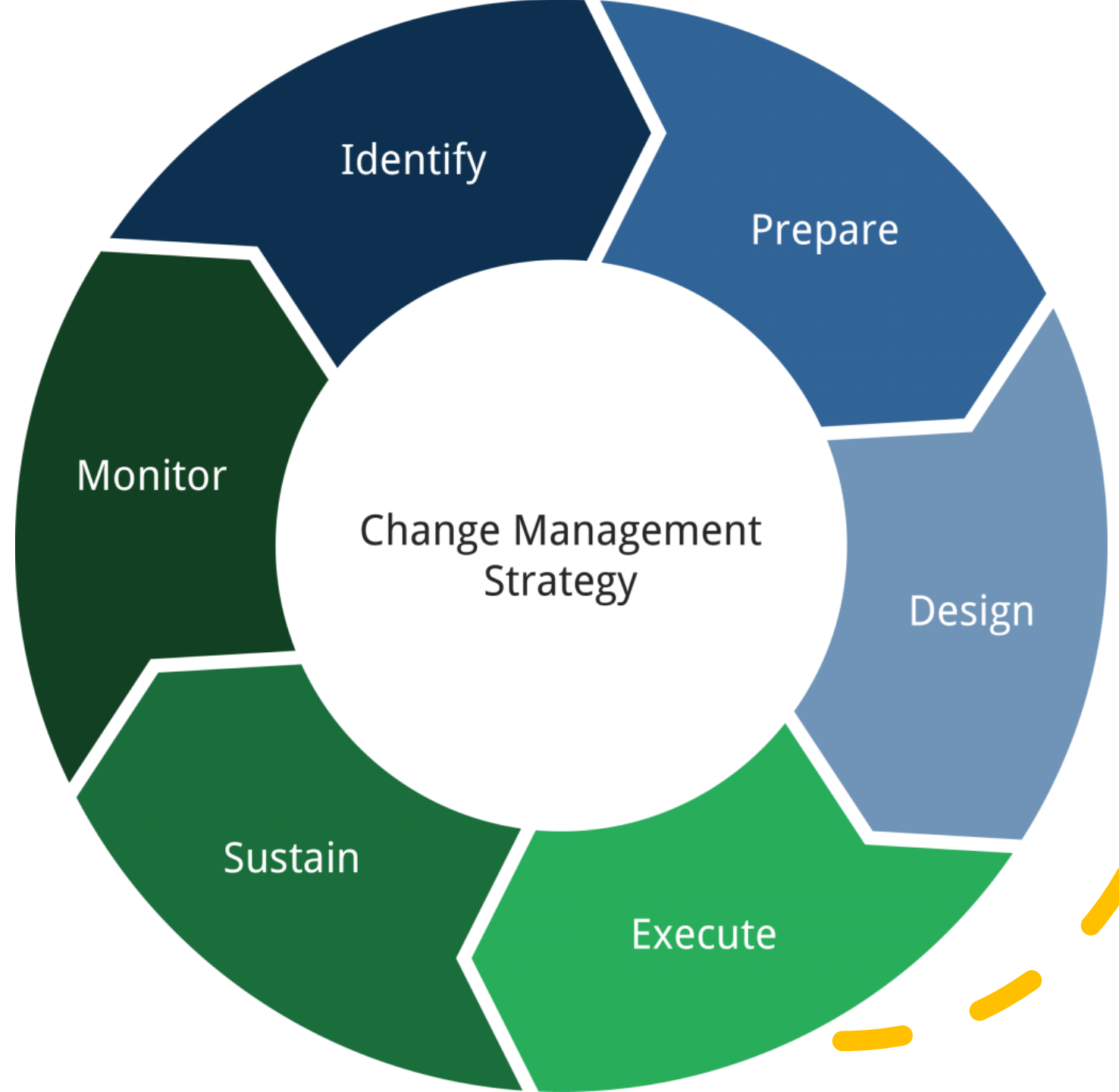
Equity (programs that demonstrate gender or ethnic inclusiveness should receive priority)

Ability to Pay (groups that can pay more should have priority over those who cannot)

CHANGE



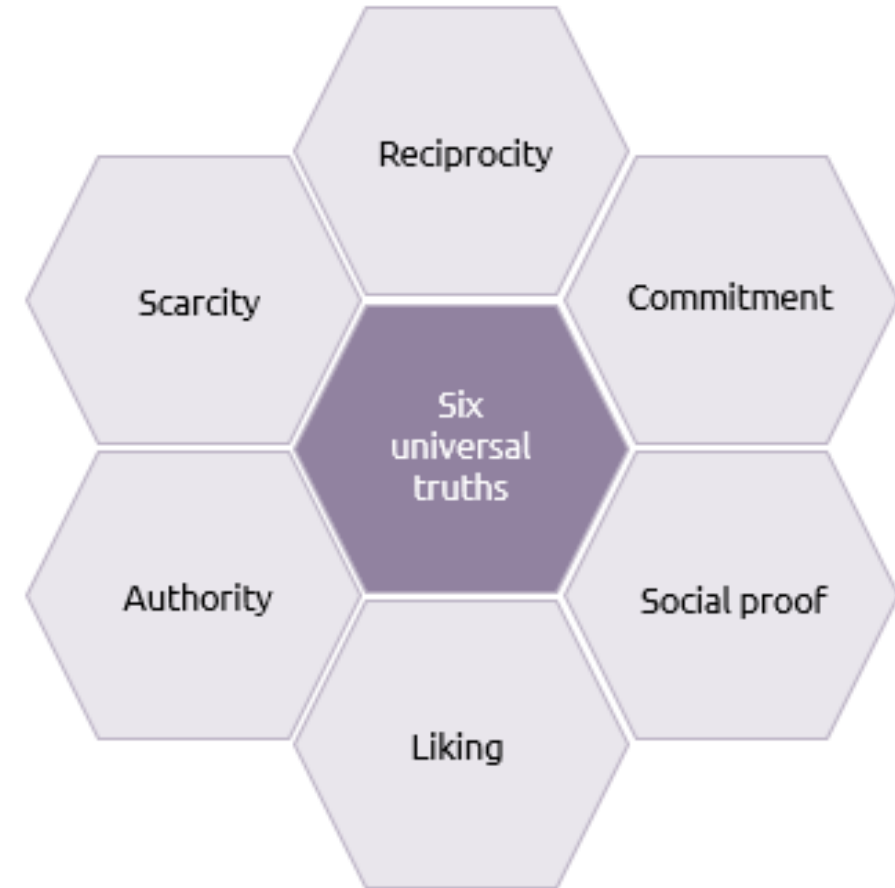
CHANGE MANAGEMENT PROCESS



Principles of Persuasion

(Dr. Robert Cialdini)

- Reciprocation
- Commitment & Consistency
- Social Proof / Consensus
- Likeability
- Authority
- Scarcity
- UNITY (added)



Cialdini ~

- <https://www.youtube.com/watch?v=cFdCzN7RYbw>



Women in Sport Leadership

2023 SNAPSHOT

Working towards gender equity in sport leadership has the potential to change our sport system for the better. Diverse boards, leadership teams and staff mean sport organizations are more innovative, inclusive, accountable and better able to manage risk including safe sport, financial sustainability and effective governance.



Board Representation

National Sport Organization (NSO) – Multisport Service Organization (MSO) – Canadian Sport Institute (CSI)

BOARD MEMBERSHIP



43% OF NATIONAL BOARD MEMBERS ARE WOMEN

(+2% from 2022)

NSOs

42% OF BOARD ARE WOMEN

(+4% from 2022)

MSOs

46% OF BOARD ARE WOMEN

(-3% from 2022)

CSIs

45% OF BOARD ARE WOMEN

(+4% from 2022)



46% OF SURVEYED PROVINCIAL/TERRITORIAL BOARD MEMBERS ARE WOMEN

BOARD LEADERSHIP



40% OF NATIONAL BOARD CHAIRS ARE WOMEN

(+2% from 2022)

NSOs

42% HAVE A WOMAN CHAIR

(+3% from 2022)

MSOs

36% HAVE A WOMAN CHAIR

(+4% from 2022)

CSIs

29% HAVE A WOMAN CHAIR

(-14% from 2022)



46% OF SURVEYED PROVINCIAL/TERRITORIAL BOARD CHAIRS ARE WOMEN

WELCOMING GENDER DIVERSITY IN LEADERSHIP

The data above indicate where women hold positions of power on boards. At the national level, one non-binary person holds a board seat. At the provincial/territorial level, five non-binary people hold board seats. As we work to improve sport for all, it will be important to continue welcoming leadership diversity beyond the gender binary.